

A1
omit B1
to said received consumer identifier information, and transmits said tailored promotion to said particular network site for presentation to said consumer.—;

Please cancel claim 2;

Please cancel claims 16-21 without prejudice or disclaimer, and add the following new claims:

Sub B2
22. A method for presenting to a consumer over a distributed communication network a promotion of particular goods and/or services tailored to the consumer's personal preferences, comprising the steps of:

a2
storing consumer identifier information uniquely identifying an individual consumer;
receiving from a plurality of different network sites on said distributed communication network, consumer activity information associated with consumer identification information, said consumer activity information including network site identifier information identifying the network site transmitting the activity information, and information pertaining to goods and/or services offered by said network site that have been accessed and/or purchased by a consumer associated with said consumer identification information;

storing said consumer activity information in association with stored consumer identification information;

storing a database containing various promotions of a plurality of subscriber network sites;

receiving from a first subscriber network site consumer identifier information of a consumer requesting access to said first subscriber network site;

creating a tailored promotion of specific goods and/or services to be presented to said requesting consumer in accordance with stored consumer activity information associated with the consumer identifier information received from said first subscriber network site; and

transmitting said tailored promotion to said first subscriber network site to be displayed to said requesting consumer over said distributed communication network.